

**ABSTRACT OF THE DISCLOSURE**

A mobile merchandising unit for storing and displaying  
5 merchandise particularly in a retail store. The mobile  
merchandising unit includes a cart assembly including a cabinet  
being mounted upon a wheel assembly and having bottom, side, top,  
and back walls, and also having a tray section being disposed upon  
the cabinet; and also includes a chute assembly being mounted upon  
10 the cart assembly and including a plurality of chutes being disposed  
side by side and being adapted to receive merchandise.